

ORDER



Orders
Order / Rev: 69172
Alt Order #: 9856103 /Brad
Product Desc: Bob Casey for Senate
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/30/12 / 11/07/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Casey/D/Senate
Demographic: HH
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	17	\$2,965.00	\$2,520.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$2,965.00	\$2,520.25	0.00
Totals	17	\$2,965.00	\$2,520.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	25%	\$2,965.00
Market	100%	\$11,860.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$8,895.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	M-WTF--	:30	4	\$120.00	P-2	0.00	NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M-WTF--			4		\$120.00		0.00				
N 2	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M-WTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M-WTF--			4		\$75.00		0.00				
N 3	WHP	10/31/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	M-WTF--			5		\$325.00		0.00				

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WHP	10/31/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M- WTF- -	:30	4	\$140.00	P-2	0.00 NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	M- WTF- -	4		\$140.00		0.00					
												Totals	17	\$2,965.00